1. A device for performing a binding pair assay comprising:

(a) a sampler member and a detection member, wherein the device is capable of being separated into at least two parts comprising the sampler member and the detection member, and the device is further capable of being assembled into one part;

(b) a chromatography region comprising a chromatography medium with a transit zone and a capture zone; and

(c) a sample collector that is exposed to receive sample upon separation of the device into the sampler member and the detection member, and wherein the sample collector is in capillary communicating contact with the capture zone through the transit zone when the device is assembled.

2. The device of claim 1 wherein the sample collector comprises an absorbent wick or tubing.

3. The device of claim 2 wherein the absorbent wick comprises a bibulous material.

4. The device of claim 2 wherein the bibulous material is selected from the group consisting of filter paper, chromatographic paper, nitrocellulose, cellulose acetate, polyacrylamide, cross-linked dextrose, and agarose.

5. The device of claim 2 wherein the absorbent wick or tubing comprises at least one volume indicator near the distal end to indicate sample volume.

6. The device of ~~claim~~ 2 wherein the sample collector is comprised in the sampler member.

7. The device of claim 1 further comprising a reagent delivery system for delivering liquid reagent to the sample collector so that the liquid reagent flows through the sample collector and into the chromatography region.

8. The device of claim 7 wherein the reagent delivery system is positioned upstream of the sample collector.

9. The device of claim 7 wherein the sample collector comprises an absorbent wick or tubing and conducts liquid reagent from the reagent delivery system to the transit zone when the device is assembled.

10. The device of claim 7 wherein the reagent delivery system comprises a breakable reagent container that delivers reagent to the proximal end of the sample collector when the container is broken.

11. The device of claim 10 wherein the reagent delivery system comprises a reagent application port positioned to allow introduction of liquid reagent at the distal end of the sample collector.

12. The device of claim 7 further comprising a sharp for perforating skin to draw blood or other fluids to be used as the sample.

13. The device of claim 12 wherein the sharp is positioned to allow sample to flow along the sharp to the absorbent wick or tubing.

14. The device of claim 7 wherein the transit zone comprises a bibulous material and further comprises a label transfer pad.

15. The device of claim 14 wherein the label transfer pad is located at the proximal end of the transit zone.

16. The device of claim 14 wherein the label transfer pad contains labeled moieties selected from (a) a labeled specific analyte-binding reagent, (b) a labeled analyte analog, (c) components and means for producing within the label transfer pad a labeled specific analyte-binding reagent, or (d) components and means for producing within the label transfer pad a labeled specific analyte analog.

17. The device of claim 16 wherein the means for producing a labeled specific analyte-binding reagent or a labeled specific analyte analog include a detection port adjacent to the label transfer pad positioned to allow the addition of elements required to assemble the labeled specific analyte-binding reagent or labeled specific analyte analog.

18. The device of claim 17 wherein the sample collector is positioned to allow capillary communicating contact with the label transfer pad when the housing is assembled.

19. The device of claim 18 wherein the labeled moieties are distributed on the label transfer pad so that the labeled specific analyte-binding reagent or labeled specific analyte analog becomes mobile upon fluid contact between the sample collector and the label transfer pad.

20. The device of claim 18 wherein the labeled moieties are labeled with one or more labels selected from the group consisting of a radioisotope, a particulate metal, a dye, one or more components of a catalyzed or enzymatic reaction, and a chemiluminescent compound.

21. The device of claim 7 wherein the sample collector comprises labeled moieties selected from (a) a labeled specific analyte-binding reagent, (b) a labeled analyte analog, (c) components and means for producing within the label transfer pad a labeled specific analyte-binding reagent, or (d) components and means for producing within the label transfer pad a labeled specific analyte analog.

22. The device of claim 21 wherein the labeled moieties are present at or near the proximal end of the sample collector.

23. The device of claim 21 wherein the labeled moieties are present at or near the distal end of the sample collector.

24. The device of claim 22 wherein the labeled moieties are labeled with one or more labels selected from the group consisting of a radioisotope, a particulate metal, a dye, one or more components of a catalyzed or enzymatic reaction, and a chemiluminescent compound.

25. The device of claim 7 wherein the reagent delivery system is comprised of a reagent application port.

26. The device of claim 25 wherein the reagent application port is positioned to allow introduction of liquid reagent at the distal end of the sample collector.

27. The device of claim 26 wherein the liquid reagent contains a substance selected from the group consisting of an analyte, an analyte analog, a specific analyte-binding reagent, a signal-generating reagent and an ancillary reagent.

28. The device of claim 7 wherein the reagent delivery system comprises an absorbent reagent pad.

29. The device of claim 28 wherein the reagent delivery system further comprises at least one breakable reagent container and the absorbent reagent pad is positioned between at least one breakable reagent container and the sample collector.

30. The device of claim 29 wherein the absorbent reagent pad is in capillary communicating contact with the sample collector.

31. The device of claim 7 further comprising a detection port positioned adjacent to the proximal end of the chromatography region and shaped to allow addition of reagent to the chromatography region.

32. The device of claim 31 wherein the detection port is positioned adjacent to the transit zone.

33. The device of claim 7 further comprising an air gap between the reagent delivery system and the chromatography region, the air gap positioned so that the sample collector bridges the air gap and creates capillary communicating contact between the reagent delivery system and the chromatography region.